



*Raising standards for consumers*



# ANEC STRATEGY

*2014 to 2020*



## Foreword by the ANEC President



*ANEC plays an effective and essential role for the protection of European consumers through the European Standardisation System and related legislation. We have made important progress at the policy and technical levels of standards development. Our role in representing weaker stakeholders in the European Standardisation System has been recognised in the Standardisation Regulation, adopted in October 2012. The Regulation provides ANEC with the more permanent legal basis for its funding that we have sought for so long. Furthermore, it raises expectations for the strengthening of our voice in the European Standardisation Organisations (CEN, CENELEC & ETSI).*

*Despite the long-term commitment to ANEC's public funding given by the Regulation, the continued effects of the global financial crisis mean that there are significant challenges for our funding and hence, our overall resources in the years ahead. As a consequence, the strategy for the medium term must be to find innovative ways to ensure ANEC remains as effective as possible in contributing to raising standards for consumer protection and welfare. Our members are very concerned about a static, or even declining, pool of human and financial resources, both at European level and among national consumer organisations. These concerns we must seek to address.*

*Moreover, ANEC must ensure its response to new and emerging fields does not prejudice its efforts in more mature sectors. Beyond general product safety, the use of standards as a tool for consumer protection is to be found in legislation on the safety of specific products (such as toys), in public policy on sustainability & environmental protection, and the accessibility of products. The Standardisation Regulation also gives impetus to the development of European standards on the safety and quality of services. All of this within a market for products and services that is becoming increasingly global, and where European approaches to safety - such as the precautionary principle - may not be universally shared, and where, despite successes such as the creation of a Single Market for products in Europe, market surveillance & enforcement tends to be local and under-funded.*

*These challenges and opportunities are key in the background to the elaboration and adoption of this ANEC Strategy for the years 2014 to 2020.*



Arnold Pindar  
ANEC President



## The Strategic Vision & Mission

### **ANEC's vision for 2020 is to achieve:**

*A sustainable Europe where the health, safety and well-being of consumers is paramount, where goods and services are accessible, fit for purpose and in compliance with legislation and standards*

*A European Standardisation System in which the consumer interest is not only represented in standards work that will affect consumers but is influential, innovative and key in decision-making*

*A Europe where consumer engagement is achieved at national and European level, with balance between consumer and business interests*

*A balance between legislation and standardisation that ensures the highest levels of protection and welfare for all European consumers, regardless of age or ability*

### **The Mission of ANEC**

*ANEC is unique in delivering the collective European consumer interest in the development of standards and related legislation, through the activities of its national members, experts and Secretariat, in order to achieve optimal levels of consumer protection, welfare and sustainability.*



## Achieving the ANEC Vision: Ten Strategic Objectives for 2014 to 2020



### **Objective 1**

ANEC will set areas of priority that reflect both established and emerging threats to the health, safety & welfare of consumers; the needs of consumers as voiced by the ANEC members; the availability of experts and of resources to ANEC; and the potential for ANEC to achieve change.

### **Objective 2**

Within these areas of priority, and recalling the pre-eminence of legislation over standardisation, ANEC will aim to ensure the balance of standards and legislation that best meets the expectations of consumers, and achieves its vision of better protection & welfare for consumers of all ages and abilities.



### **Objective 3**

In a climate of long-term financial uncertainty, and reduced public expenditure, ANEC will intensify its work to demonstrate that effective consumer participation is an investment with high returns to society and to business, and is not a cost on national or European public finances with few returns.

### **Objective 4**

Noting that perceptions are increasingly used as a driver in forming policy, ANEC will ensure it develops positions that respond to the real threats and risks to the health, safety & welfare of consumers.



### **Objective 5**

In order to strengthen the promotion of its positions and leverage its influence, ANEC will look to build “coalitions of the willing” among those who have common interest in its goals, and to position itself as a thought leader.

### **Objective 6**

ANEC will seek to use the provisions of the EU Standardisation Package, as well as the expectations of other legislation and European public policies (such as the Single Market Acts), to ensure the effective participation of the consumer voice in the European Standardisation System at the strategic and technical levels.

### **Objective 7**

Given that the health, safety & welfare of consumers is critically dependent on the effective implementation of pre-market actions (e.g. legislation & standards, conformity assessment & accreditation), ANEC will seek to strengthen political support for post-market actions (e.g. public market surveillance & enforcement).

### **Objective 8**

In a globalised goods and services market, and with the advent of new consumer markets, ANEC will seek to ensure European standards stay effective in meeting the needs of European consumers, European legislation and public policies.



### **Objective 9**

Noting the continued predominance of the national delegation principle in formal standardisation, ANEC will seek to strengthen interaction between the consumer movement and standardisation nationally, through working to build relationships between consumers, national standards organisations and national authorities in the recruitment & training of experts, within a framework of support that is both tailored and sustainable.



### **Objective 10**

Noting the particular pressures on the resourcing of the consumer movement, and impact of the convergence of technologies on the identification of experts, ANEC will strive to ensure consumer participation in European Standardisation remains viable and effective in the years after 2020.



## Implementation through Annual Action Plans

Actions to implement the Strategic Objectives will be set out in an Annual Action Plan. It will be developed by the ANEC Steering Committee (the board of the association) for approval by the ANEC General Assembly.

The Plan will be used, not only in the implementation of the Strategic Objectives, but in helping develop the Work Programmes through which ANEC defines its short & medium-term political & technical objectives for funding by the European Union & EFTA. The Plan will be managed by the Steering Committee on behalf of the General Assembly.

Each Plan will be a publicly-available annex to this ANEC Strategy 2014-2020.



**Raising Standards for Consumers**  
**European Association for the**  
**Coordination of Consumer Representation**  
**in Standardisation aisbl**



Avenue de Tervuren 32, box 27,  
B-1040 Brussels, Belgium  
Tel : +32 2 743 24 70  
Fax : +32 2 706 54 30  
Email : [anec@anec.eu](mailto:anec@anec.eu); [www.anec.eu](http://www.anec.eu)

ANEC is the European consumer voice in standardisation, defending consumer interests in the processes of technical standardisation and conformity assessment, as well as related legislation and public policies.

ANEC was established in 1995 as an international non-profit association under Belgian law and represents consumer organisations in 33 European countries.

ANEC is funded by the European Union and EFTA, with national consumer organisations contributing in kind. Its Secretariat is based in Brussels.



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